

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

#### **Listing Of Claims:**

1. (Currently Amended) A method comprising:  
building a frame set in a browser window at a user computer, said frame set comprising a media player frame to experience streaming content from a media player executing at said user computer and a data frame;  
making a request at said user computer for a playlist to a source on a network, said request including a streaming advertisement parameter, said parameter specifying a position of a ~~said~~ streaming advertisement in said streaming content;  
receiving said playlist at said user computer in response to said request, said playlist's contents comprising a reference identifying streaming media content, said playlist or said media content including an indicator that indicates when said streaming advertisement should be played in relation to said media content in said streaming content;  
connecting to at least one media server to request said streaming advertisement and media content from said server using said playlist's contents;  
receiving HTML content related to said streaming content in the browser window; and  
simultaneously playing said streaming content in said media player frame and displaying said HTML content in said data frame.
2. (Previously Presented) The method of claim 1, wherein receiving HTML content related to said streaming content includes providing the HTML content in said data frame in response to execution of an embedded command in the streaming content, wherein said HTML content is related to said streaming content being experienced in said media player frame.

3. (Cancelled)
4. (Previously Presented) The method of claim 1, further comprising logging play of any advertisement on a server.
5. (Previously Presented) The method of claim 1, further comprising:  
receiving an embedded script command in the streaming media or advertisement content  
that references said HTML content related to said streaming media or  
advertisement content, wherein said HTML content is stored at a remote server.
6. (Previously Presented) The method of Claim 1, wherein the indicator indicates that the advertisement be played one of before, during or after the media content is played.
7. (Previously Presented) The method of Claim 5, further comprising, where the streaming content includes an advertisement, logging the viewing of said advertisement using said script command.
8. (Previously Presented) A method comprising:  
building a frame set in a browser window, said frame set comprising a media player  
frame to experience streaming content from a media player executing at a user  
computer and a data frame;  
making a request at said user computer for a playlist to a source on a network, said  
request including a streaming advertisement parameter, said parameter specifying  
a position of said streaming advertisement in said streaming content;  
receiving said playlist at said user computer in response to said request, said playlist's  
contents comprising a reference to streaming media content, said playlist or said  
media content comprising an identifier identifying when said streaming  
advertisement should be played in relation to said media content in said streaming  
content;

connecting to at least one media server to request said streaming advertisement and media content from said at least one media server using said playlist's contents, wherein said streaming content includes one or more embedded commands that reference HTML content corresponding to said streaming content;  
playing said streaming content on said media player;  
executing said one or more embedded commands to retrieve the referenced HTML content; and  
displaying the retrieved HTML content in the data frame concurrently with the streaming content being experienced in said media player frame.

9. (Previously Presented) A method comprising:  
building a frame set in a browser window, the frame set including a media player frame and a data frame;  
making a request at a user computer for a playlist to a source on a network, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in said streaming content comprising media content, said position being an intermediate point in said media content;  
receiving said playlist at said user computer in response to said request, said playlist's contents comprising a reference identifying said streaming media content, said media content including an indicator that indicates said intermediate point when said streaming advertisement should be played in relation to said media content;  
connecting to at least one media server to request said streaming advertisement and media content from said at least one media server using said playlist's contents;  
receiving HTML content related to the streaming content to the browser;  
simultaneously playing said streaming content in said media player frame and displaying said HTML content in the data frame.
10. (Previously Presented) The method of claim 9, wherein receiving HTML content includes providing the HTML content to said data frame in response to execution of an

embedded command in the streaming content, wherein said HTML content is related to the streaming content playing in said media player frame.

11. (Previously Presented) The method of claim 9, wherein receiving the HTML content includes causing a script command embedded in the streaming content that references said HTML content to be executed, wherein said HTML content is stored at a remote server.
12. (Previously Presented) A method comprising:  
receiving a request for a playlist, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in streaming content;  
building a playlist, the playlist's contents comprising a reference identifying streaming media content, said parameter included in said request being used to determine which of said playlist and said media content includes an indicator that indicates when said streaming advertisement should be played in relation to the media content; and  
transmitting the playlist to a user computer.
13. (Previously Presented) The method of claim 12, wherein the request comprises information to identify a storage location of information for configuring a frame set, which comprises a media player and a data frame, on said user computer.
14. (Previously Presented) The method of claim 12, further comprising:  
in response to a request from the user computer, transmitting said streaming content to said user computer; and  
providing HTML content related to the streaming content to the user computer, wherein display of the HTML content is synchronized with playback of the streaming content at the user computer.

15. (Previously Presented) The method of claim 12, further comprising:  
embedding a script command in the streaming content, wherein the script command  
references the HTML content.
16. (Previously Presented) A method comprising:  
receiving a request for a playlist from a user computer, the request including  
advertisement placement information;  
building a playlist using the advertisement placement information such that the playlist  
includes a reference to streaming content, which streaming content has at least  
one embedded command including advertisement identification information to be  
processed as the streaming content is being experienced at said user computer;  
and  
transmitting the playlist to the user computer.
17. (Previously Presented) The method of claim 16, wherein the advertisement identification  
information of the command embedded in the streaming content comprises information  
to identify streaming advertisement content to be played at said user computer.
18. (Previously Presented) The method of Claim 16, further comprising logging a viewing of  
said streaming advertisement content.
19. (Previously Presented) The method of claim 16, said advertisement identification  
information including non-streaming content identification information to be processed  
as the streaming content is being experienced at said user computer, the non-streaming  
content identification information of the command embedded in the streaming content is  
used to identify HTML content to be displayed while said streaming content is being  
experienced at said user computer.

20. (Previously Presented) The method of claim 19, wherein the HTML content is displayed in a data frame of a browser window at said user computer while said streaming content is being experienced in a media frame of said browser window.
21. (Previously Presented) The method of claim 19, wherein the streaming content has two embedded commands, the first embedded command identifies first HTML content and the second embedded command identifies second HTML content.
22. (Previously Presented) The method of claim 21, wherein said second HTML content is default HTML content, and said second embedded command is used to display said default HTML content after said first HTML content is displayed.
23. (Previously Presented) The method of claim 16, wherein the request includes advertisement selection information, the method further comprising:  
selecting streaming advertisement content using the advertisement selection information included in the request.
24. (Previously Presented) The method of claim 23, further comprising:  
including a reference to the selected streaming advertisement content in the playlist.
25. (Previously Presented) The method of claim 23, further comprising:  
modifying the streaming content to include the embedded command, so that the  
streaming content includes the advertisement identification information to identify  
the selected streaming advertisement content.
26. (Previously Presented) The method of claim 23, wherein the advertisement selection information comprises duration information.